

AMENDMENT

LISTING OF CLAIMS

This listing of claims will replace all prior versions and listings of claims in the Application.

1. **(Currently Amended)** A method for processing electronic orders comprising the computer implemented steps of:

receiving, at an intermediary, ~~from a mobile customer device~~ first order data for an order and device identification data from a mobile device, wherein the first order data ~~comprises information relating to~~ identifies one or more products or services that a ~~customer user~~ customer user associated with the mobile ~~customer~~ device desires to purchase from one of a plurality of a merchants, yet includes less than a minimum set of data required by the one merchant to completely process the order, and wherein the device identification data identifies the mobile ~~customer~~ device;

retrieving, by the intermediary, based upon the device identification data, at least one data item that is not included ~~contained~~ in the first order data, but that is required to completely process the order;

generating, by the intermediary, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the one merchant to completely process the order; and

providing the second order data to the one merchant for processing.

2. **(Currently Amended)** The method as recited in Claim 1, wherein the method further comprises:

receiving ~~customer user~~ customer user authentication data for a ~~customer user~~ customer user associated with the mobile ~~customer~~ device, and

authenticating the ~~customer user~~ customer user using the ~~customer user~~ customer user authentication data.

3. **(Currently Amended)** The method as recited in Claim 2, wherein the ~~customer~~ user authentication data includes a Personal Identification Number (PIN) for the ~~customer~~ user, and

wherein the method further comprises authenticating the ~~customer~~ user using the PIN.

4. **(Currently Amended)** The method as recited in Claim 1, wherein the first order data further comprises ~~customer~~ user identification data that identifies a ~~customer~~ the user,

wherein the method further comprises retrieving, based upon the ~~customer~~ user identification data, order fulfillment information associated with the ~~customer~~ user, and

wherein the step of generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the one merchant to completely process the order includes generating, based upon the first order data, the at least one data item and the order fulfillment information, second order data that includes the minimum set of data required by the one merchant to completely process the order.

5. **(Currently Amended)** The method as recited in Claim 4, wherein the order fulfillment information includes billing information for the ~~customer~~ user,

wherein the step of retrieving order fulfillment information associated with the ~~customer~~ user includes retrieving billing information for the ~~customer~~ user, and

wherein the step of generating, based upon the first order data, the at least one data item and the order fulfillment information, second order data that includes the minimum set of data required by the one merchant to completely process the order includes generating, based upon the first order data, the at least one data item and the

billing information, second order data that includes the minimum set of data required by the one merchant to completely process the order.

6. **(Currently Amended)** The method as recited in Claim 4, wherein the order fulfillment information includes shipping information for the ~~customer~~ user, and wherein the step of retrieving order fulfillment information associated with the ~~customer~~ user includes retrieving shipping information for the ~~customer~~ user.

7. **(Currently Amended)** The method as recited in Claim 1, wherein the step of generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the one merchant to completely process the order includes generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data in a format required by the one merchant to completely process the order.

8. **(Currently Amended)** The method as recited in Claim 1, wherein the method further comprises retrieving product information based upon the first order data, and wherein the step of generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the one merchant to completely process the order includes generating, based upon the first order data, the at least one data item and the product information, second order data that includes the minimum set of data required by the one merchant to completely process the order.

9. **(Currently Amended)** The method as recited in Claim 1, wherein the method further comprises:
determining that the one merchant cannot completely process the order; and

providing the second order data to a second one of said plurality of merchants for processing.

10. **(Currently Amended)** The method as recited in Claim 1, wherein the order is for a particular product or service,

wherein the order cannot be completely processed by the one merchant, and

wherein the step of generating, based upon the first order data and the at least one data item, the second order data includes generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the one merchant to completely process an order for a second product or service.

11. **(Currently Amended)** The method as recited in Claim 1, wherein the first order data and the device identification data are received from the mobile ~~customer~~ device over a wireless communications link.

12. **(Currently Amended)** The method as recited in Claim 1, wherein the mobile ~~customer~~ device is a mobile telephone and

wherein the device identification data is a telephone number for the mobile telephone.

13. **(Currently Amended)** The method as recited in Claim 1, wherein the mobile ~~customer~~ device is a personal digital assistant.

14. **(Currently Amended)** The method as recited in Claim 1, wherein the mobile ~~customer~~ device is a mobile personal computer.

15. **(Currently Amended)** A computer-readable medium carrying one or more sequences of one or more instructions which, when executed by one or more processors, cause the one or more processors to perform the steps of:

receiving, at an intermediary, ~~from a mobile customer device~~ first order data for an order and device identification data from a mobile device, wherein the first order data ~~comprises information relating to~~ identifies one or more products or services that a ~~customer user~~ associated with the mobile ~~customer~~ device desires to purchase from one of a plurality of a merchants, yet includes less than a minimum set of data required by the one merchant to completely process the order, and wherein the device identification data identifies the mobile ~~customer~~ device;

retrieving, by the intermediary, based upon the device identification data, at least one data item that is not contained included in the first order data, but that is required to completely process the order;

generating, by the intermediary, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the one merchant to completely process the order; and

providing the second order data to the one merchant for processing.

16. **(Currently Amended)** The computer-readable medium as recited in Claim 15, further comprising one or more additional sequences of instructions which, when executed by the one or more processors, cause the one or more processors to perform the steps of:

receiving ~~customer user~~ authentication data for a ~~customer user~~ associated with the mobile ~~customer~~ device; and

authenticating the ~~customer user~~ using the ~~customer user~~ authentication data.

17. **(Currently Amended)** The computer-readable medium as recited in Claim 16, wherein the ~~customer user~~ authentication data includes a Personal Identification Number (PIN) for the ~~customer user~~, and

wherein the computer-readable medium further comprises one or more additional sequences of instructions which, when executed by the one or more processors, cause the one or more processors to perform the step of ~~method further~~ comprises authenticating the ~~customer~~ user using the PIN.

18. **(Currently Amended)** The computer-readable medium as recited in Claim 15, wherein the first order data further comprises ~~customer~~ user identification data that identifies a ~~customer~~ user,

wherein the computer-readable medium further comprises one or more additional sequences of instructions which, when executed by the one or more processors, cause the one or more processors to perform the step of retrieving, based upon the ~~customer~~ user identification data, order fulfillment information associated with the ~~customer~~ user, and

wherein the step of generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the one merchant to completely process the order includes generating, based upon the first order data, the at least one data item and the order fulfillment information, second order data that includes the minimum set of data required by the one merchant to completely process the order.

19. **(Currently Amended)** The computer-readable medium as recited in Claim 18, wherein the order fulfillment information includes billing information for the ~~customer~~ user,

wherein the step of retrieving order fulfillment information associated with the ~~customer~~ user includes retrieving billing information for the ~~customer~~ user, and

wherein the step of generating, based upon the first order data, the at least one data item and the order fulfillment information, second order data that includes the minimum set of data required by the one merchant to completely process the order includes generating, based upon the first order data, the at least one data item and the

billing information, second order data that includes the minimum set of data required by the one merchant to completely process the order.

20. **(Currently Amended)** The computer-readable medium as recited in Claim 18, wherein the order fulfillment information includes shipping information for the ~~customer~~ user, and

wherein the step of retrieving order fulfillment information associated with the ~~customer~~ user includes retrieving shipping information for the ~~customer~~ user.

21. **(Currently Amended)** The computer-readable medium as recited in Claim 15, wherein the step of generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the one merchant to completely process the order includes generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data in a format required by the one merchant to completely process the order.

22. **(Currently Amended)** The computer-readable medium as recited in Claim 15, further comprising one or more additional sequences of instructions which, when executed by the one or more processors, cause the one or more processors to perform the steps of:

retrieving product information based upon the first order data, and the step of generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the one merchant to completely process the order includes generating, based upon the first order data, the at least one, data item and the product information, second order data that includes the minimum set of data required by the one merchant to completely process the order.

23. **(Currently Amended)** The computer-readable medium as recited in Claim 15, further comprising one or more additional sequences of instructions which, when

executed by the one or more processors, cause the one or more processors to perform the steps of:

determining that the one merchant cannot completely process the order; and
providing the second order data to a second one of said plurality of merchants
for processing.

24. **(Currently Amended)** The computer-readable medium as recited in Claim 1,
wherein the order is for a particular product or service,

wherein the order cannot be completely processed by the one merchant, and
wherein the step of generating, based upon the first order data and the at least
one data item, the second order data includes generating, based upon the first order
data and the at least one data item, second order data that includes the minimum set of
data required by the one merchant to completely process an order for a second product
or service.

25. **(Currently Amended)** The computer-readable medium as recited in Claim 15,
wherein the first order data and the device identification data are received from the
mobile ~~customer~~ device over a wireless communications link.

26. **(Currently Amended)** The computer-readable medium as recited in Claim 15,
wherein the mobile ~~customer~~ device is a mobile telephone and
wherein the device identification data is a telephone number for the mobile
telephone.

27. **(Currently Amended)** The computer-readable medium as recited in Claim 15,
wherein the mobile ~~customer~~ device is a personal digital assistant.

28. **(Currently Amended)** The computer-readable medium as recited in Claim 15,
wherein the mobile ~~customer~~ device is a mobile personal computer.

29. **(Currently Amended)** A computer system for processing electronic orders comprising:

one or more processors; and

a memory communicatively coupled to the one or more processors, wherein the memory includes one or more sequences of one or more instructions which, when executed by the one or more processors, cause the one or more processors to perform the steps of:

~~receiving, at an intermediary, from a mobile customer device~~ first order data for an order and device identification data from a mobile device, wherein the first order data ~~comprises information relating to~~ identifies one or more products or services that a ~~customer user~~ customer user associated with the mobile ~~customer~~ device desires to purchase from one of a plurality of a merchants, yet includes less than a minimum set of data required by the one merchant to completely process the order, and wherein the device identification data identifies the mobile ~~customer~~ device;

~~retrieving, by the intermediary,~~ based upon the device identification data, at least one data item that is not ~~contained~~ included in the first order data, but that is required to completely process the order;

~~generating, by the intermediary,~~ based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the one merchant to completely process the order; and

providing the second order data to the one merchant for processing.

30. **(Currently Amended)** The computer system as recited in Claim 29, wherein the memory includes one or more additional sequences of one or more instructions which, when executed by the one or more processors, cause the one or more processors to perform the steps of:

receiving ~~customer~~ user authentication data for a ~~customer~~ user associated with the mobile ~~customer~~ user device, and
authenticating the ~~customer~~ user using the ~~customer~~ user authentication data.

31. **(Currently Amended)** The computer system as recited in Claim 30, wherein the ~~customer~~ user authentication data includes a Personal Identification Number (PIN) for the ~~customer~~ user, and

wherein the memory includes one or more additional sequences of one or more instructions which, when executed by the one or more processors, cause the one or more processors to perform the step of authenticating the ~~customer~~ user using the PIN.

32. **(Currently Amended)** The computer system as recited in Claim 29, wherein the first order data further comprises ~~customer~~ user identification data that identifies a ~~customer~~ user,

wherein the memory includes one or more additional sequences of one or more instructions which, when executed by the one or more processors, cause the one or more processors to perform the step of retrieving, based upon the ~~customer~~ user identification data, order fulfillment information associated with the ~~customer~~ user, and

wherein the step of generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the one merchant to completely process the order includes generating, based upon the first order data, the at least one data item and the order fulfillment information, second order data that includes the minimum set of data required by the one merchant to completely process the order.

33. **(Currently Amended)** The computer system as recited in Claim 32, wherein:

the order fulfillment information includes billing information for the ~~customer~~ user,
wherein the step of retrieving order fulfillment information associated with the ~~customer~~ user includes retrieving billing information for the ~~customer~~ user, and

wherein the step of generating, based upon the first order data, the at least one data item and the order fulfillment information, second order data that includes the minimum set of data required by the one merchant to completely process the order includes generating, based upon the first order data, the at least one data item and the billing information, second order data that includes the minimum set of data required by the one merchant to completely process the order.

34. **(Currently Amended)** The computer system as recited in Claim 32, wherein the order fulfillment information includes shipping information for the ~~customer~~ user, and

wherein the step of retrieving order fulfillment information associated with the ~~customer~~ user includes retrieving shipping information for the ~~customer~~ user.

35. **(Currently Amended)** The computer system as recited in Claim 29, wherein the step of generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the one merchant to completely process the order includes generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data in a format required by the one merchant to completely process the order.

36. **(Currently Amended)** The computer system as recited in Claim 29, wherein the memory includes one or more additional sequences of one or more instructions which, when executed by the one or more processors, cause the one or more processors to perform the step of retrieving product information based upon the first order data, and

wherein the step of generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the one merchant to completely process the order includes generating, based upon the first order data, the at least one data item and the product information, second order data that includes the minimum set of data required by the one merchant to completely process the order.

37. **(Currently Amended)** The computer system as recited in Claim 29, wherein the memory further includes one or more additional sequences of one or more instructions which, when executed by the one or more processors, cause the one or more processors to perform the steps of:

determining that the one merchant cannot completely process the order, and providing the second order data to a second one of said plurality of merchants for processing.

38. **(Currently Amended)** The computer system as recited in Claim 29, wherein the order is for a particular product or service,

wherein the order cannot be completely processed by the merchant, and wherein the step of generating, based upon the first order data and the at least one data item, the second order data includes generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the one merchant to completely process an order for a second product or service.

39. **(Currently Amended)** The computer system as recited in Claim 29, wherein the first order data and the device identification data are received from the mobile ~~customer~~ device over a wireless communications link.

40. **(Currently Amended)** The computer system as recited in Claim 29, wherein the mobile ~~customer~~ device is a mobile telephone and the device identification data is a telephone number for the mobile telephone.

41. **(Currently Amended)** The computer system as recited in Claim 29, wherein the mobile ~~customer~~ device is a personal digital assistant.

42. **(Currently Amended)** The computer system as recited in Claim 29, wherein the mobile ~~customer~~ device is a mobile personal computer.

43. **(Currently Amended)** An apparatus for processing electronic orders comprising:
an information repository; and
a transaction facilitator communicatively coupled to the information repository,
wherein the transaction facilitator is configured to:

receive from a mobile ~~customer~~ device over a wireless communications link first order data for an order and device identification data, wherein the first order data comprises information relating to one or more products or services that a ~~customer~~ user associated with the mobile ~~customer~~ device desires to purchase from one of a plurality of a merchants, yet includes less than a minimum set of data required by the one merchant to completely process the order and the device identification data identifies the mobile ~~customer~~ device;

retrieve from the information repository, based upon the device identification data, at least one data item that is not contained in the first order data, but that is required to completely process the order;

generate, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the one merchant to completely process the order, and

provide the second order data to the one merchant for processing.

44. **(Currently Amended)** The apparatus as recited in Claim 43, wherein the one merchant is configured with a web-based order interface, and

wherein the second order data is provided directly to the one merchant, circumventing the web-based order interface.